

WHAT IS CLAIMED IS:

1. An aqueous inkjet ink composition suitable for printing on a hydrophobic surface comprising an aqueous emulsion polymer
5 having a glass transition temperature (T_g) of from -40 °C to 150 °C; a pigment; and a water-soluble surface agent.
2. The aqueous inkjet ink composition of claim 1 wherein said aqueous emulsion polymer has a T_g of from 40 °C to 80 °C.
3. A method for providing an image on a hydrophobic surface
10 comprising:
forming an aqueous inkjet ink composition comprising an aqueous emulsion polymer having a T_g of from -40 °C to 150 °C; a pigment; and a water-soluble surface agent;
jetting said ink composition onto said hydrophobic surface; and
15 drying, or allowing to dry, said ink composition.
4. The method of claim 3 wherein said aqueous emulsion polymer has a T_g of from 40 °C to 80 °C.
5. The method of claim 3 wherein said hydrophobic surface comprises polyvinyl chloride.
- 20 6. An image on a hydrophobic surface formed by the method of claim 3.

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